

Begin forwarded message:

From: Shannon King <shannon@doartfoundation.org>

Subject: Re: Graffiti on Larchmont Artwork

Date: August 24, 2016 at 4:45:18 PM PDT

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Cc: Ann Bridges <ann.bridges@mac.com>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>

Hi All!

First steps will be me going out to check out the box and give the removal one final try. If unsuccessful we'll move forward with the plan for Ann to touch up with paint!

Shannon King
Operations Director | Do ArT Foundation
www.doartfoundation.org

On Aug 24, 2016, at 4:35 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Hi Shannon — here is the image of the graffiti on our Larchmont utility box in front of Noah's Bagels on Beverly at Larchmont.

Ann & Heather — I just spoke with Shannon at DoArt and told her about the work you two have done to contact 311 and try to remove the graffiti yourself or see about painting over it.

Ann — Shannon suggested that, if it is OK with you, you repaint the area that's been tagged and then Shannon and the DoArt team will coat over it with the anti-graffiti film.

Please reply all.

Thank you!
Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



Begin forwarded message:

From: Thomas Kneafsey <tom@metropolitanholding.com>

Subject: Graffiti

Date: July 19, 2016 at 7:56:27 PM PDT

To: heather@h-rpr.com, Rebecca Hutchinson <rebecca@h-rpr.com>

Can we get this removed?
<IMG_1020.JPG>

Begin forwarded message:

From: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Date: December 29, 2015 at 12:14:51 PM PST

To: Tom Kneafsey <tom@metropolitanholding.com>

Cc: Heather Boylston <heather@h-rpr.com>

Just spoke with Heather and we agreed a call probably isn't necessary. We just need to have a BID board meeting sometime next week to do the voting. Can you arrange?
Happy Holidays!



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



On Dec 29, 2015, at 9:11 AM, Thomas Kneafsey
<tom@metropolitanholding.com> wrote:

yes; almost anytime

From: Rebecca Hutchinson [mailto:rebecca@h-rpr.com]
Sent: Tuesday, December 29, 2015 9:06 AM
To: Tom Kneafsey; Heather Boylston
Subject: Fwd: Larchmont utility boxes

Let's discuss how we want to handle this. Tom, are you free for a call today or tomorrow?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd. Los Angeles, CA 90004
<http://www.h-rpr.com>



Begin forwarded message:

From: "Ma'ayan Dembo" <maayan@doartfoundation.org>
Subject: Re: Larchmont utility boxes
Date: December 28, 2015 at 2:56:22 PM PST
To: Rebecca Hutchinson <rebecca@h-rpr.com>
Cc: carmen zella <carmen@doartfoundation.org>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>, Shannon King <shannon@doartfoundation.org>

Yes-- Carmen will be able to attend the BID meeting, please let us know the date and time of the upcoming one.

We recommend you narrow down these 11 artists to 2-4, and then allow the BID meeting attendees (or other board members) to vote and select the final candidate.

-Ma'ayan

On Mon, Dec 28, 2015 at 2:33 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks, Ma'ayan! These look great — a nice range. Please remind me — I think someone from DoArt (Carmen?) can attend the BID meeting we have to narrow down the artists, right? And you recommend that we narrow it down to 2? Then what? Please refresh my memory.

<image001.jpg>

Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004

<http://www.h-rpr.com>



On Dec 28, 2015, at 1:54 PM, Ma'ayan Dembo <maayan@doartfoundation.org> wrote:

Hi all,

Happy holidays! It always takes a bit of time to look through all the submissions and read the artists' intentions.

I think we have picked a strong selection from the applicants for the BID to narrow down.

Attached is the deck with the top 11 submissions we received, and the artist statements for each one.

We have set a deadline of January 10th to notify the winner, so let us know if there are any questions!
:)

Cheers,
Ma'ayan

<-WRD000.jpg> [Utility Boxes for Larchmont Village](#)

On Mon, Dec 7, 2015 at 6:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:
Thank you! How exciting.

<image001.jpg>

Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004

<http://www.h-rpr.com>



On Dec 7, 2015, at 1:37 PM, Ma'ayan Dembo <maayan@doartfoundation.org> wrote:

Hi Rebecca,

We've been really pleased with the submissions so far that we have received.

Before we pass along our recommendations on Thursday, we would like to get payment finalized. Shannon, our Director of Operations, will be re-sending out the invoice and W9 to you later today. Looking forward to seeing who you select :)

-Ma'ayan

On Thu, Nov 12, 2015 at 2:22 PM, carmen zella <carmen@doartfoundation.org> wrote:

This is great~

We will try to get the flyer done before then if we are to meet our end of January install. With the holidays, we will need time to receive submissions, get an approval and install rather quickly.

I would like to start distributing the flyer to artists by the end of next week.

Thank you Rebecca!

Looking forward~

On Thu, Nov 12, 2015 at 12:58 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Hi Carmen, we'd like to use the same copy used in the sample flier you sent! Just replace the Hollywood info with Larchmont Village BID. Let's also add the submission deadline to the flier: December 8

Our logo is attached. If possible, please also include the watercolor (also attached) somewhere in the flier. (It's not really necessary if it's too challenging because we show it on the application.)

URL is larchmontvillagebid.com

Heather, please confirm we have all the passwords for our site so we can have Christophe create a link to the application from the home page.

We'd like to have this ready to go early next week if possible so artists have plenty of time to submit.

Thanks!
Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004

<http://www.h-rpr.com>



On Nov 6, 2015, at 8:13 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca,

Here is an example of other fliers that were created and branded to fit this District.

To answer your question, YES - we would go back to the drawing board or solicit specific artists that we like in this case!

Best!

On Thu, Nov 5, 2015 at 2:54 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:
Ma'ayan and Carmen — I'm awaiting final approval on this — will have it to you asap.
One question that came up: what if our board doesn't like any of the submissions? I'm sure this is HIGHLY unlikely, given your outlined process and two of the artists we know who are interested in submitting, but would we go back to the drawing board with submissions and gather more?

<image001.jpg>

Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004

<http://www.h-rpr.com>



On Nov 4, 2015, at 1:48 PM, Ma'ayan Dembo <maayan@doartfoundation.org> wrote:

Updated!

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks! There isn't a reference to the watercolor I had attached. Is that intentional or is there a way to let artists know that's what's already on the street?

I also realized I didn't attach the higher res logo — here you go. Is that high enough?

Timeline looks good!

<image001.jpg>

Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004

<http://www.h-rpr.com>



On Nov 3, 2015, at 3:03 PM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented. [Here](#)

How are these dates?

The timeline would go as follows:

Submission deadline - December 8th

Selection decided by - January 10th

Installation finished by - January 23rd

Best!

On Tue, Nov 3, 2015 at 8:06 AM, Heather@h-rpr.com <heather@h-rpr.com> wrote:

I think you covered it all, Rebecca. Thanks



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

200 N. Larchmont Blvd. Los Angeles, CA 90004
<http://www.h-rpr.com>

   

On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thank you, Ma'ayan! This looks great. A couple things:

— there are 2 places where Larchmont Village is referred to as “the” Larchmont Village. Please just take out “the”. It’s here and in the next line: **What is your favorite aspect of the Larchmont Village?** *

— we would like to be sure artists are aware of the BID’s description of our village, listed here <http://larchmontvillagebid.com/index.php>, and the artwork that’s already on the side of the Big Belly trash and recycling bins on the street (see attached)

— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!
Rebecca



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rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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<http://www.h-rpr.com>



On Nov 2, 2015, at 1:24 PM, Ma'ayan Dembo <maayan@doartfoundation.org> wrote:

Hi Rebecca, Heather, and Tom,

Here is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:

Submission deadline - November 18th

Selection decided by - November 25th

Installation finished by - December 23rd

Thank you very much,
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:
Wonderful, thanks! And you will send us an invoice, right?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004

<http://www.h-rpr.com>



On Oct 28, 2015, at 11:46 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca!

Here is the countersigned!

From here we will customize the application form for Larchmont Village and place on websites and flyer - and set up a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <rebecca@h-rpr.com> wrote:
Hi - Here's the signed agreement.

Begin forwarded message:

:

From: carmen zella <carmen@doartfoundation.org>

Date: October 23, 2015 at 2:51:06 PM PDT

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:
Thanks, great!

Just a couple changes before I send to our ED:

— please change the official name of our BID to Larchmont Village BID (the “village” is

missing in the doc)

— date says 9/10/15 in “Ownership” section — need to change

Thanks.

Rebecca Hutchinson/ President + CEO, Even Days
rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

200 N. Larchmont Blvd. Los Angeles, CA 90004
<http://www.h-rpr.com>

On Oct 22, 2015, at 8:43 AM, carmen zella <carmen@doartfoundation.org> wrote:

<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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"A little inspiration goes a long way"

Carmen Zella
Founder & Creative Director
Do Art Foundation

Twitter: [@doartfoundation](https://twitter.com/doartfoundation)
Instagram: [DoArTFoundation](https://www.instagram.com/DoArTFoundation)
www.facebook.com/doartfoundation
www.doartfoundation.org
310.406.5055

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310.406.5055

<doc02111220151027152622.pdf>

<Larchmont_PanelArt_052913b.tiff>

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310.406.5055

<LVBID_Logo_012314_FINAL.png>

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www.facebook.com/doartfoundation

www.doartfoundation.org

310.406.5055

<SVBID Utility Box Art - Call for Artists V4.jpg>

<LVBID_Logo_012314_FINAL.png><Larchmont_PanelArt_052913b.tiff>

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Carmen Zella

Founder & Creative Director

Do Art Foundation

Twitter: [@doartfoundation](#)

Instagram: [DoArTFoundation](#)

www.facebook.com/doartfoundation

www.doartfoundation.org

310.406.5055

Begin forwarded message:

From: rebecca@h-rpr.com

Subject: Fwd: Larchmont utility boxes

Date: October 26, 2015 at 5:13:52 PM PDT

To: Tom Kneafsey <tom@metropolitanholding.com>

Cc: Heather Boylston <heather@h-rpr.com>

Tom - please sign attached and we can get started on the utility box art project. It will be completed by January which will be some nice post-holiday PR for the BID.

Thanks!

Rebecca Hutchinson

Cell: (323) 646-6406

Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>

Date: October 23, 2015 at 2:51:06 PM PDT

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Hello Rebecca,

Please see the revised document.

Best!

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On Oct 22, 2015, at 8:43 AM, carmen zella <carmen@doartfoundation.org> wrote:

<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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["A little inspiration goes a long way"](#)

Carmen Zella
Founder & Creative Director

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www.facebook.com/doartfoundation

www.doartfoundation.org

310.406.5055